

ABSTRACT

A color display element using a medium having optical properties modulated by an external modulation means is characterized in that the medium
5 has a brightness modulation range where a brightness is changed by the modulation means and a color modulation range where a color is changed by the modulation means, the color display element has a unit pixel comprised of a plurality of sub-pixels
10 including a first sub-pixel and a second sub-pixel having a color filter, and the modulation means gives modulation of the color modulation range to the first sub-pixel to display colors within the color modulation range, and gives modulation of the
15 brightness modulation range to the second sub-pixel to display brightness of the color of the color filter within the brightness modulation range, whereby provides a color display.